

## INTISARI

Penelitian ini bertujuan untuk mengetahui labelisasi halal dan *brand image* mempunyai pengaruh terhadap keputusan pembelian yang dimediasi oleh minat beli. Populasi dalam penelitian ini adalah konsumen yang membeli produk Wardah di Surabaya. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel 100 responden. Teknik analisa yang digunakan adalah metode analisis jalur (path analysis).

Hasil pengujian menunjukkan bahwa labelisasi halal terbukti berpengaruh signifikan dan positif terhadap keputusan pembelian, sedangkan *brand image* terbukti berpengaruh signifikan terhadap keputusan pembelian. Labelisasi halal tidak terbukti berpengaruh signifikan terhadap minat beli, dan *brand image* terbukti berpengaruh signifikan dan positif terhadap minat beli. Minat beli berpengaruh signifikan dan positif terhadap keputusan pembelian. Hasil pengujian ini menunjukkan besaran pengaruh tidak langsung labelisasi halal dan *brand image* terhadap keputusan pembelian melalui minat beli lebih kecil dibandingkan dengan pengaruh langsung labelisasi halal dan *brand image* terhadap keputusan pembelian.

**Kata kunci:** labelisasi halal, *brand image*, minat beli dan keputusan pembelian

## **ABSTRACT**

*This research is aimed to find out halal labeling and brand image has influence to the purchasing decision which is mediated by buying interest. The population is all customers who have ever bought the products of Wardah in Surabaya. The sampling technique has been done by using purposive sampling and the numbers of samples are 100 respondents. The analysis technique has been done by using path analysis method.*

*The result of the test shows that halal labeling is proven to have significant and positive influence on purchasing decision whereas brand image is proven to have significant influence on purchasing decisions. The halal labeling is not proven to have significant and positive influence on buying interest. The buying interest has significant and positive influence on purchasing decisions. These result of the test shows that the magnitude of the indirect influence of halal labeling and brand image on purchasing decisions through buying interest is smaller than the direct influence of halal labeling and brand image on purchasing decisions.*

**Keywords:** *Halal labeling, brand image, buying interest and purchasing decisions.*

